

# Stephen J. Gaines

Web Design + UX / UI



## Personal Info

### Address

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### E-mail

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### WWW

stephenjgaines.com

### LinkedIn

linkedin.com/in/stephenjgaines

## Skills

HTML, CSS, WordPress, Bootstrap

Photoshop, Illustrator, InDesign

Coda, Visual Studio Code

Adobe XD, Sketch

Microsoft Word, Excel, PowerPoint

Omni Plan, Graffle, Smart Sheet

Mac, iOS, Windows

PHP, JavaScript, jQuery,

Google Analytics, Search Console, Tag Manager

WooCommerce, Trade Gecko

I'm a creative Website Designer with 10+ years of experience and have a flair for creating elegant UX/UI solutions. I've built and managed high performing, HIPAA compliant, responsive, digital assets. I'm a curious and tenacious problem solver who enjoys "figuring things out." I've rescued multiple broken or mismanaged websites and lovingly nursed them back to productive health. I'm highly confident I can meet or exceed your website and inbound marketing goals. We should talk.

## Experience

Mar 2018 -

### Web Design/Developer (Freelance)

May 2018

*Embers Out, Yorba Linda, CA*

Successful website relaunch with custom graphics. Introduced a modern look and feel. Featured downloadable spec sheets & installation docs. Implemented essential SEO and established best SEO practices. Crafted custom privacy policy and terms of use. Connected Google analytics and search console. Ensured proper responsiveness site wide. SKILLS: HTML, HTML5, CSS, CSS3, JavaScript, Wix, Coda 2, Sketch, Photoshop.

Nov 2017 -

### Web Design/Developer (Freelance)

Mar 2018

*Greg Aiello Project, Pasadena, CA*

Directed project needs assessment. Responsible for researching and creating e-commerce and monetization strategy. Spearheaded all PowerPoint slide deck creation. Designed all UX mockup and wireframe creation. Updated DNS and built temporary site using square space. SKILLS: HTML, HTML5, CSS, CSS3, JavaScript, WordPress, Cloud Server, Squarespace, Coda 2, Sketch, Photoshop, Keynote, Smartsheet, and Microsoft Word, Excel, PowerPoint.

Jun 2017 -

### Director of Digital Marketing

Oct 2017

*KMG Imports, Irvine, CA*

Launched a newer version of WooCommerce/WordPress website, Deployed new UX/UI features that improved time visitor spend viewing product pages, Simplified navigation, improved way-finding, improved visitor product recommendations, Managed day-to-day website operations, Ensured State of California & Federal compliance, SEO rich product descriptions, images, video, Developed custom PHP WordPress plugin, Monitored analytic trends and consumer behavior, Google Analytics, Search Console, Tag manager and SEO Moz, Print projects: logo, business cards, and convention banners and materials. SKILLS: HTML, HTML5, CSS, CSS3, JavaScript, PHP, WordPress, WooCommerce, TradeGecko, Coda 2, Photoshop, Illustrator, InDesign, Sketch, Microsoft Office 365, Word, Excel, SEOmoz Google Analytics, Search Console, fonts.

Jan 2017 -

### Web Design/Developer (Freelance)

Apr 2017

*Smith, Hall, Strongin, Rancho Santa Margarita, CA*

SHS website had been hacked and I rebuilt it from an old backup. Updated images and written content. Crafted Digital marketing strategy. Connected Google analytics and search console. SKILLS: HTML, HTML5, CSS, CSS3, JavaScript, WordPress, Cloud Server, Coda 2, Sketch, Photoshop, Keynote, Microsoft Excel, Google analytics and search console.

Jun 2014 -

### Senior Web Designer / Digital Project Manager / Marcom

Aug 2016

*Morningside Recovery, Irvine, CA*

Successfully planned and completed multiple digital improvement projects including, WordPress redesign, Website responsiveness, UX / UI improvement, HIPAA compliance, lead generation and in-house digital signage. Recognized for Hasani Ranch successful pre-launch project. Spearheaded migrate projects to develop a common look and functionality to ensure user consistency. Led and mentored Dev team. Implemented and tracked PPC, SEO, Social Media Campaigns. Responsible for digital strategy and day-to-day team meetings and status updates. Designed multiple print projects from inception to launch. SKILLS: HTML, HTML5, CSS, CSS3, JavaScript, PHP, jQuery, WordPress, PageLines, Coda 2, Photoshop, Illustrator, InDesign, Sketch, Microsoft Office 365, Word, Excel, PowerPoint, Keynote, SEOmoz

Google Analytics, Google Search Console, Google fonts, Google Tag Manager, Google AdWords, OmniGraffle, OmniPlan, Basecamp.

Mar 2014 -  
Apr 2014

### **Web Design/Developer (Freelance)**

*Bravo Defense Services, Placentia, CA*

Built WordPress website and blog. Customized theme. Configured and set-up web host. Responsible for custom graphics, hand coded HTML/CSS. Installed and configured WordPress security and Yoast SEO plugins. SKILLS: HTML, HTML5, CSS, CSS3, JavaScript, PHP, WordPress, cPanel.

Feb 2014 -  
Apr 2014

### **Web Design/Developer (Freelance)**

*Got Oceans via HUTdogs Agency - Arcadia, CA*

Converted photoshop file to custom WordPress theme. Configured and set-up web host. Responsible for custom graphics, hand coded HTML/CSS. Installed and configured WordPress security and Yoast SEO plugins. SKILLS: HTML, HTML5, CSS, CSS3, JavaScript, PHP, WordPress, cPanel.

Feb 2014 -  
Apr 2014

### **Web Design/Developer (Freelance)**

*Michael Johnson Performance Great Britain*

Built site's home page jQuery Slider from scratch. Customized UI/UX bootstrap elements: buttons, tables, text formatting, etc. Resized and optimized graphics. Hand coded all html markup. Custom typography, site colors, and responsiveness with CSS. Embedded Google map, analytics, search console, and integrated social media. Installed Yoast SEO and optimized each page. SKILLS: HTML, HTML5, CSS, CSS3, JavaScript, PHP, jQuery, WordPress, Photoshop, cPanel.

Jan 2014 -  
Apr 2014

### **Web Design/Developer (Freelance)**

*Pink Heating and Air*

Replaced existing website with WordPress. Customized theme's UX and UI to match printed material. Configured and set-up web host. Resized custom graphics provided graphic artist. Hand coded HTML/CSS using Coda 2. Sourced product photography. Integrated social media. Installed and configured WordPress security and Yoast SEO plugins. Optimized each page for SEO. SKILLS: HTML, HTML5, CSS, CSS3, JavaScript, PHP, WordPress, cPanel, Photoshop, Illustrator and Coda 2.

Nov 2013 -  
Jan 2014

### **Web Design/Developer (Freelance)**

*Chamberlain Backhoe Service / American Backhoe*

Chamberlain Backhoe acquired American Backhoe and for legal reasons they maintained two separate websites. Both sites shared similar graphic elements and UI but separate color pallets. Customized site's UX to match print material. Installed Yoast SEO and optimized each page. Hand coded all HTML and CSS. Connected Google analytics and search console. SKILLS: HTML, HTML5, CSS, CSS3, JavaScript, PHP, WordPress, cPanel, Photoshop, Illustrator and Coda 2 Google analytics and search console..

Oct 2013 -  
Nov 2013

### **Web Design/Developer (Freelance)**

*Leeward Business Center via HUTdogs Agency - Arcadia, CA*

Converted photoshop file to WordPress Theme. Client didn't need a responsive, but the site is viewable on mobile. jQuery photo galleries, downloadable pdfs, web form built to submit info and securely upload documents. Hand coded HTML and CSS. Installed Yoast SEO and optimized each page. SKILLS: HTML, HTML5, CSS, CSS3, PHP, WordPress, cPanel, Photoshop, Illustrator and Coda 2.

Oct 2013 -  
Oct 2013

### **Web Design/Developer (Freelance)**

*Sage Educational Psychology via HUTdogs Agency - Arcadia, CA*

Performed needed repairs and maintenance. Resized and optimized updated photos. Installed Yoast SEO and optimized each page. SKILLS: HTML, HTML5, CSS, CSS3, PHP, WordPress, cPanel, Photoshop and Coda 2.

Sep 2013 -  
Oct 2013

### **Web Design/Developer (Freelance)**



*The American Association of Equine Sports Preservation (AAESP) via HUTdogs Agency - Arcadia, CA*

Converted photoshop file to custom WordPress Theme. Resized and optimized updated photos. Installed Yoast SEO and optimized each page. SKILLS: HTML, HTML5, CSS, CSS3, PHP, WordPress, cPanel, Photoshop and Coda 2.

Sep 2013 -  
Dec 2013

### **Web Design/Developer (Freelance)**

*Health Coach Vicki*

Designed a "proof-of-concept" website for dietician "lifestyle consultant." Included custom UI/UX elements, article sorted blog feeds and lots of food imagery. Built the site but never launched it. SKILLS: HTML, HTML5, CSS, CSS3, PHP, WordPress, cPanel, Photoshop, Illustrator and Coda 2.

Sep 2013 -  
Oct 2013

### **Web Design/Developer (Freelance)**

*Flamingos – Save Hollywood Park Via HUTdogs – Client*

Converted photoshop file to custom WordPress Theme. Resized and optimized updated photos. Installed Yoast SEO and optimized each page. SKILLS: HTML, HTML5, CSS, CSS3, PHP, WordPress, cPanel, Photoshop and Coda 2.

Oct 2013 -  
Jan 2014

### **Web Design/Developer (Freelance)**

*Michael Johnson Performance*

MJP performance hired me to replace their aging website while keeping similar functionality. Added HIPAA compliant features for the physical therapy group. Custom WordPress Theme to match UI/UX elements from print material. Resized and optimized updated photos. Installed Yoast SEO and optimized each page. SKILLS: HTML, HTML5, CSS, CSS3, PHP, WordPress, cPanel, Photoshop and Coda 2.

May 2013 -  
May 2013

### **Web Design/Developer (Freelance)**

*RV Shop via HUTdogs Agency - Arcadia, CA*

One of my few Non-WordPress projects. Customized site's PHP header file to include Social Media icons. SKILLS: HTML, HTML5, CSS, CSS3, PHP, Photoshop.

May 2013 -  
May 2013

### **Web Design/Developer (Freelance)**

*All About Marketing Solutions, Las Vegas, NV*

WordPress website using pre-built theme. Configured and set-up web host. Sourced images, resized for theme. Installed and configured WordPress security and Yoast SEO plugins. Connected Google Analytics and Search Console. SKILLS: HTML, HTML5, CSS, CSS3, JavaScript, PHP, WordPress, cPanel, Google analytics, Google Search Console.

May 2013 -  
May 2013

### **Web Design/Developer (Freelance)**

*A Quality Pest Control, Laguna Hills, CA*

Performed essential SEO on entire website, installed and configured Yoast SEO plugin. Connected Google Analytics and Google Search console. SKILLS: HTML, HTML5, CSS, CSS3, WordPress, Google analytics, Google Search Console.

Jan 2013 -  
Dec 2014

### **Web Design/Developer & Digital Marketing (Freelance)**

*Support for the Autism Spectrum Support for Student Growth Center, Boca Raton, FL*

Constructed two separate websites using prebuilt WordPress themes and set-up PPC campaign. Connected Google Analytics and Google Search console. SKILLS: HTML, HTML5, CSS, CSS3, WordPress, Google analytics, Google Search Console.

Jan 2011 -  
Jul 2012

### **Store Leader**

*Microsoft, Corp., Los Angeles, CA*

Led store team in sales, service and training of Windows Phone, X-Box, Office, and Microsoft Signature PCs. Also Led team through pre-opening, recruitment, hiring, orientation, training, store set-up & grand opening.

May 2010 -  
Oct 2010

### **Customer Experience Consultant**

*Crossover Health, Aliso Viejo, CA*

Played a key role in medical group's subscription program Initiative and partnership with HelloHealth's medical portal product.

### **Store Leader**

*Apple, Inc. Brea, CA*

Led the success of three Orange County, California. Exceeded multiple year-over-year sales forecasts. Recognized as a district leader in customer satisfaction and store growth.

Dec 1998 -

### **Web Developer**

Mar 2001

*Quickstart Technologies, Irvine, CA*

Part of a high-performing e-training dev team. Streamlined dev production.

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## **Education**

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Sep 1995 -

### **B.S in Business of Administration from University of**

May 1998

### **Phoenix Fountain Valley, CA**

- BA in Business Economics – 2012
- 3.5 GPA